

Sarah Richardson is one of the preeminent leaders of residential real estate in the Phoenix area. As the CEO and founder of Tru Realty, she is responsible for both the daily operations and the overall growth strategy of the company.

Sarah Richardson | Founder & CEO
Tru Realty



CUSTOMER SUCCESS SUMMARY



CHALLENGE

Previous CRM platform lacked visibility needed to effectively track agent activity and campaign progress.



SOLUTION

Chime's award winning AI-powered platform delivers the data driven insights needed to intelligently generate, manage and nurture leads.



RESULT

Nearly 60% of agents were up and running with Chime within the first two weeks.

CHALLENGE

To help her growing team effectively generate, nurture and manage leads, Sarah turned to a CRM platform delivered by a large financial institution. With this new platform in place, Sarah hoped to eliminate inefficiencies, increase productivity among her team and drive the bottom line. However, once the system was up and running, Sarah and her team found it wasn't intuitive or user friendly, hindering agent adoption. Meanwhile, the company failed to provide training to support her team. As a result, agents were dropping off the system regularly, defeating the value of an integrated CRM platform. And while it was cost effective, the CRM system lacked the critical visibility Sarah needed to effectively track leads, agent activity and campaign progress.

SOLUTION

Frustrated, Sarah sought a replacement and turned to Chime's award-winning sales acceleration platform to effectively meet her needs. Powered by innovative AI, Chime delivers the data driven insights needed to intelligently generate, manage and nurture leads through the buying and selling process. By analyzing lead behavior and assigning each lead a score, Chime suggests to agents next best steps and seamlessly executes campaigns and outreach specifically designed to meet the needs of those qualified leads. Armed with this unprecedented level

of insight, Sarah's agents are now set up for success. By relying on Chime, Tru Realty agents no longer need to spend time on mundane or time-consuming tasks and can focus on strategic revenue generating initiatives.

RESULT

Sarah was immediately impressed with Chime's responsive customer support team and comprehensive training resources, designed to help her nearly 150 agents quickly onboard. With an extensive library of dynamic training videos, a readily available support team and user-friendly interface, nearly 60% of Sarah's agents were up and running with Chime within the first two weeks. Whether accessing via the desktop or mobile app, Chime is easy to use and delivers the intelligent insight needed to effectively serve buyers and sellers alike. Agents across the board were instantly impressed with Chime's comprehensive capabilities to help them effectively execute their day to day job. A true plug and play solution, Chime allows agents to immediately set and execute tasks, calendar settings and seamlessly integrates with the teams' Google G suite to deliver value right from the start. Agents were up and running 10 times faster with Chime than with the previous solution – an immediate ROI for Tru Realty.

“Chime is one of the few CRM systems in the industry that requires very little ‘tweaking’ as its been built -and continues to evolve - with the modern agent in mind. The intuitive platform leverages innovative technology like AI to intimately understand buyer and seller behavior, driving more successful campaigns and increasing the bottom line. The product development team at Chime prioritizes my agents needs and continues to enhance its robust platform for the betterment of our industry.”

Unlike the competitor Sarah first relied on, Chime also delivers new product enhancements quickly, designed to meet the evolving needs of today's busy agents. Sarah and her team, like the rest of the real estate market, were also becoming frustrated by the explosion of lead generation companies and resources and the lack of lead conversion tools. With plans for an integrated solution to effectively deliver qualified leads to increase conversion rates, Chime continues to impress Sarah and her team with a forward-thinking approach to how technology can best support today's agents.

“Chime is the only choice for a modern real estate agent who understands the importance of innovative technology in helping to deliver unmatched client service in today's fast paced, competitive and on demand world.”

-Sarah Richardson

